



CITY OF GAHANNA

**** For Immediate Release ****

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Gahanna releases new on-line business survey

New BR& E Initiative better assesses business needs

GAHANNA – **Gahanna released its first-ever on-line business survey this week.** Available at www.gahanna.gov/survey, the web survey is a major upgrade from its previous annual paper survey. The Gahanna Department of Development aims to refine its business retention and foster business expansion with thorough analysis of business intelligence received through this survey. The new survey is in a web format, which is **more convenient for businesses, reduces mailing and printing costs**, dramatically improves the efficiency of data entry and analysis, and **provides better targeted, more detailed business information** for the Department of Development.

In 2003, the City entered into a partnership with The Ohio State University Extension **Business Retention & Expansion Initiative** to develop a new Gahanna Business Survey strategy. Using this new on-line approach, the Department of Development will be able to conduct additional and issue targeted surveys throughout the year in order to develop specific strategies and action plans for business retention & expansion. Issues such as growth in the Gahanna Industrial Park, Olde Gahanna Redevelopment, and major infrastructure projects will be assessed throughout the year. **A new, target issue survey will be released each quarter** and the comprehensive annual survey will be conducted each January.